

**CONFIDENTIAL**

**RJR RESPONSE TO PHILIP MORRIS'**

**DISCOUNTING STRATEGY ON MARLBORO**

**CONFIDENTIAL**

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WINSTON

SUMMER PROMOTION

OVERVIEW

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# Program Objectives/Summary

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## WINSTON Summer Promotion

### Program Objectives

- Effectively blunt planned Marlboro June promotion activity.
- Defend WINSTON volume broadly across marketplace.
- Provide business building support for Select Full Flavor.

### Program Description

A one month promotion on WINSTON will consist of pre-printed packs and cartons on all WINSTON styles with 40¢ off per pack snipe and \$4.00 off per carton snipe with new promotional UPC codes for each style. One month of promotional product will be produced and shipped to Direct Accounts based on your ability to sell each account on this Summer Promotion. The promotion product will bypass inventories of all non-promotional product for immediate shipment to retailers. The temporary promotion will be supported by in-store display and point-of-sale.

### Rationale:

- Promotional UPC method provides ability to match or beat PM's timing into stores on a broad basis via Direct Account delivery.
- Provides nearly 100% coverage of WINSTON volume versus Marlboro planned 70% coverage.
- Provides better communication of the price promotion at retail due to 100% marked packs and cartons.
- Maximizes retailer pass-through of offer versus potential retail slippage of PM's buydown approach.
- Allows Field Sales ability to focus on CAMEL at the same time by minimizing manual application of up to 200 million pack/carton stickers.

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## WINSTON Summer Promotion

### Key Summary

#### Timing

- Field Management meetings w/o 4/12/93.
- Direct Account/Chain sell-in 4/15 - 5/2.
- Sales Reps begin selling Independents 4/19/93.
- First ship date to Direct Accounts 5/17.
- Promotion timing 5/24 - 7/2. (Four week promotion/6 week window to implement)

#### Retail Programs

- Place minimum of 3 POS pieces in all outlets carrying promotion.
- Carton outlets: Temporary floor base display with \$50 payment  
Supplemental POS
- Pack outlets: Temporary pack display/disruption allowance of \$5.00 with up to four  
(4) renewals. Use of existing platforms is also an option.  
Supplemental POS
- Distributor Assist: Shipper display kits available
- Couponing: On hand coupons should be used on in-store product; however, all on  
hand inventory does not need to be couponed.

#### Coupons/Buydowns -- Base Family

If PM has achieved a discount level of more than \$1.00 carton/10c pack versus Base WINSTON promotional product due to retailer contribution, you are authorized to:

- Ask retailer to contribute the same amount on WINSTON as Marlboro and further discount the promotional UPC product. *This would be the #1 objective!*
- If you cannot gain retailer contribution (which should be unlikely if PM was able to accomplish), use multi-brand coupons/buydowns on both packs and cartons to obtain the same net price to the consumer as Marlboro.

#### WINSTON Select Styles

- Work Q2 BIG1F on Select ASAP.
- Work premiums on non-promotional UPC product only.
- Since there will be a packaging change made to Select Full Flavor, you should work through product at retail and from the Direct Account level as quickly as possible prior to or in conjunction with the Select \$4.00 promotion product. Do not instruct Directs to hold existing Select FF product. On-hand inventories of coupons/VPR's as well as buydowns within your existing budgets should be utilized to accomplish this. In addition, quantities of 60c/\$6.00 coupons will be produced and placed in Lenz to aid in flushing through old graphics product. This information will be communicated shortly.
- The objective on promotional \$4.00 UPC Select product is to achieve a *minimum* of \$1.00 carton/10c per pack *advantage* to Marlboro's discount price. In order to accomplish this, you are authorized to place multi-brand pack/carton coupons or buydown *in addition* to the \$4.00/40c reduction *where necessary*.

#### WINSTON Weekends

- Maintain planned launch of WINSTON Weekend program June 1
- In pack outlets utilize WINSTON Weekends floor base which displays packs.
- Utilize WINSTON Weekends change mat with promotional card.

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TIMETABLE

## WINSTON Summer Promotion

### TIMETABLE

	<u>Week of</u>
Fact Books/Allocations to Field	4/12/93
Field Sales Meetings	4/12/93
Letter to Direct Accounts	4/12/93
Begin Selling to Direct Accounts and Chains	4/12/93
Sales Area Feedback on Promotion UPC Product Acceptance/Payment Required	4/19/93
All DA Refusals to Connie Owens (Assumes daily contact prior to 4/26/93)	4/26/93 (day of)
POS/Displays Drop Shipped	5/10/93
Public Warehouses Fully Loaded	5/10/93
First Ship Date to Direct Accounts	5/17/93 (day of)
DTS	5/17/93
Last Order Date	6/10/93 by 11:00 a.m. account time
Last Ship Date	6/11/93

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# DIRECT ACCOUNTS

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Regular Direct Accounts

To Our Customers

- ANNOUNCING -

WINSTON Summer Promotion  
\$4.00 off carton/.40¢ off pack  
Special Promotional Offer

In response to major competitive activity scheduled for late May and June, we are announcing a one month promotion on all WINSTON brand styles. Effective with orders shipping May 17, 1993, through June 11, 1993, you may purchase all styles of WINSTON Summer Promotion product which is specially marked \$4.00 off a carton/.40¢ off a pack and utilizes a special promotional UPC code.

In order to maintain fair and equitable inventory available to all customers, you have been allocated these styles based on past purchases during the base period 12/1/92 through 2/26/93. The promotion window is six (6) weeks long; however, the allocations are based on four (4) weeks' business. You will be notified of your allocation by our Representative who regularly serves you.

Ordering Procedures

Identify order with RJR Customer Service as Promotion #234. Orders will be accepted for shipment any time between 5/17/93 - 6/11/93. Last order must be placed no later than 6/10/93, 11:00 a.m. account time.

Failure to utilize this promotional number will result in non-promotional product being shipped. Special pricing is not applicable to non-promotional product.

This promotional product will be invoiced as follows:

King Size - 51.40 per thousand  
100's - 52.90 per thousand

All prices are subject to change at any time.

All product will be shipped in white cases to enable you to distinguish between WINSTON Summer Promotion product and non-promotional WINSTON product.

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WINSTON PROMOTIONAL PRODUCT INFORMATION (\$4.00 OFF PER CARTON)					
	Length	Width	Height	Cube (ft.)	Weight
<u>WINSTON 85</u> Case (12M) Carton Pack	17.6250 10.6250 2.0625	11.0625 1.7813 0.8438	21.6875 3.4375 3.3750	2.447	33.5 lbs. 8.67 oz.
<u>WINSTON 100</u> Case (12M) Carton Pack	20.5625 10.6250 2.0625	11.0625 1.7813 0.8438	21.6875 4.0313 4.000	2.855	39.0 lbs. 10.13 oz.
<u>WINSTON 83 Box</u> Case (12M) Carton Pack	17.6250 11.1250 2.2047	11.5625 1.8750 0.9055	22.7500 3.4375 3.4055	2.683	39.0 lbs. 10.13 oz.
<u>WINSTON Lt 85</u> Case (12M) Carton Pack	17.6250 10.6250 2.0625	11.0625 1.7813 0.8438	21.6875 3.4375 3.3750	2.447	33.5 lbs. 8.67 oz.
<u>WINSTON Lt 100</u> Case (12M) Carton Pack	20.5625 10.6250 2.0625	11.0625 1.7813 0.8438	21.6875 4.0313 4.0000	2.855	39.0 lbs. 10.13 oz.
<u>WINSTON Lt 83 Box</u> Case (6M) Carton Pack	17.3750 11.1250 2.2047	11.3125 1.8750 0.9055	11.1250 3.4375 3.4055	1.265	19.8 lbs. 10.13 oz.
<u>WINSTON Lt 100 Box</u> Case (6M) Carton Pack	20.6250 11.1250 2.2188	11.6875 1.8750 0.9375	11.6875 4.0625 3.9688	1.630	22.0 lbs. 11.47 oz.
<u>WINSTON Ult 85</u> Case (6M) Carton Pack	17.6250 10.6250 2.0625	11.0625 1.7813 0.8438	11.1250 3.4375 3.3750	1.255	16.0 lbs. 8.67 oz.
<u>WINSTON Ult 100</u> Case (6M) Carton Pack	20.5625 10.6250 2.0625	11.0625 1.7813 0.8438	11.1250 4.0313 4.0000	1.464	21.0 lbs. 10.13 oz.
<u>WINSTON Ult 83 Box</u> Case (6M) Carton Pack	17.3750 11.1250 2.2047	11.3125 1.8750 0.9055	11.1250 3.4375 3.4055	1.265	19.8 lbs. 10.13 oz.
<u>WINSTON Ult 100 Box</u> Case (6M) Carton Pack	20.6250 11.1250 2.2188	11.6875 1.8750 0.9375	11.6875 4.0625 3.9688	1.630	22.0 lbs. 11.47 oz.
<u>WINSTON Select 85</u> Case (6M) Carton Pack	17.6250 10.6250 2.0625	11.0625 1.7813 0.8438	11.1250 3.4375 3.3750	1.255	16.0 lbs. 8.67 oz.
<u>WINSTON Select 83 Box</u> Case (6M) Carton Pack	17.3750 11.1250 2.2047	11.3125 1.8750 0.9055	11.1250 3.4375 3.4055	1.265	19.8 lbs. 10.13 oz.

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WINSTON PROMOTIONAL PRODUCT UPC INFORMATION (\$4.00 OFF PER CARTON)			
Brand	Pack UPC	Carton UPC	Case UPC
WINSTON 85	12300 11039	12300 11036	12300 11067
WINSTON 100	12300 11439	12300 11436	12300 11467
WINSTON 83 (Box)	12300 11239	12300 11236	12300 11267
WINSTON Lt 85	12300 11139	12300 11136	12300 11167
WINSTON Lt 100	12300 11339	12300 11336	12300 11367
WINSTON Lt 83 (Box)	12300 11939	12300 11936	12300 11966
WINSTON Lt 98 (Box)	12300 15939	12300 15936	12300 15966
WINSTON Ult 85	12300 11739	12300 11736	12300 11766
WINSTON Ult 100	12300 11839	12300 11836	12300 11866
WINSTON Ult 83 (Box)	12300 70339	12300 70336	12300 70366
WINSTON Ult 98 (Box)	12300 70439	12300 70436	12300 70466
WINSTON Select 85	12300 70939	12300 70936	12300 70966
WINSTON Select 83 (Box)	12300 71039	12300 71036	12300 71066

All orders are subject to acceptance by the Company and only in accordance with the terms set forth herein, in our price list, or on the invoice. RJR local Field Sales Representatives will be contacting you to explain additional distribution incentive programs.

Special Note for Electronic Funds Transfer (EFT) Customers

- All identified EFT orders must be accompanied with your EFT Program Security Code. Orders not accompanied by a security code will be processed as normal, non-EFT orders.

You can depend on RJR for brands that sell. Thanks you for your cooperation.

R. J. REYNOLDS TOBACCO COMPANY

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FORM LETTER FOR DIRECTS  
TO SEND TO RETAIL

To Our Valued Retail Customer:

R. J. Reynolds Tobacco Company will be working a summer promotional offer on all WINSTON styles.

This program provides us as your supplier the ability to offer you product that is priced \$4.00 lower per carton for four (4) weeks during a promotion window from May 17, 1993 thru July 2, 1993. All packs and cartons are pre-printed \$4.00/40¢ off.

This will be one of the biggest promotions ever worked on WINSTON and we are excited to be a player in offering it to your store.

Your R. J. Reynolds Sales Representative will be contacting you with additional details.

If you have any questions, please feel free to contact us.

Sincerely,

Direct Account Name  
Phone #

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## WINSTON Summer Promotion

### Promotional Handling Bonus

A promotional handling bonus of \$6 per 12M case and \$3 per 6M case will be paid on all WINSTON special \$4 off per carton promotional product shipped to Direct Accounts. This promotional bonus will be paid via credit memo to accounts at the end of the promotion period.

This promotional bonus is made available only for Direct Accounts as an incentive for handling the June WINSTON promotional product, and to compensate them for the special handling costs associated with the promotion.

### Other Terms

The WINSTON special \$4 off per carton promotional product will be priced to the Distributor at a net price which reflects a \$4 per carton differential on all WINSTON styles. This is to accomplish pricing at retail at \$4 less a carton and ensure pass along of the discount to retailers and consumers.

For Direct Accounts taking the WINSTON promotional product, an additional 14 days terms will be offered on their orders for WINSTON non-promotional product ordered the week of 5/3/93 and the week of 5/10/93. These additional terms are for WINSTON orders only; no other brands. The additional 14 days compensates direct accounts for holding non-promotional WINSTON inventory so they may ship the WINSTON promotional product first.

### General Pricing Guidelines - Fair Trade States

In calculating the minimum price of our WINSTON promotional product, the new state minimum may be more than \$4 per carton below current non-promotional WINSTON pricing. To avoid consumer confusion, we should encourage Retailers to price the product at \$4.00/carton or 40¢/pack less than current retail premium prices. In case there are any questions, please contact your Sales Area office.

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## WINSTON Summer Promotion

### WINSTON PROMOTION ALLOCATIONS

Enhancements have been made to SIS to allow you to view your WINSTON promotional product allocations under **Business Information - Promotional Product Allocation - New Brand Generation**. Available until 4/26.

### TO VIEW WINSTON PROMOTION ALLOCATIONS:

1. Select **BUSINESS INFORMATION** from the **SIS MAIN MENU**.
2. Select **PROMOTIONAL PRODUCT ALLOCATION** from the **BUSINESS INFORMATION MENU**.
3. Select **NEW BRAND GENERATION**.
4. Select **Direct Account Allocations**.
5. Enter allocation number **930011** for the following **WINSTON** brands:
  - 85 SP**
  - 100**
  - 83 Box**
  - Lt 85 SP**
  - Lt 100 SP**
  - Lt 83 Box**
  - Lt 100 Box**
6. Enter allocation number **930012** for these **WINSTON** brands:
  - Ult 85 SP**
  - Ult 100 SP**
  - Ult 83 Box**
  - Ult 100 Box**
  - Select 85 SP**
  - Select 83 Box**
7. After reading comments screen, press **CTRL**.
8. New Brand allocations for your division will appear on screen.

Contact Susan Boyd at extension 7023 if you have problems accessing your allocations.

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## WINSTON Summer Promotion

### WINSTON PROMOTION ALLOCATIONS After 4/26

Enhancements have been made to SIS to allow you to view WINSTON Promotion Allocations under Business Information - Promotional Product Allocation. The hard copy reports you previously received from Winston-Salem have been eliminated. Functions for New Brands are comparable to the functions for BSGSF. The following changes and enhancements have been made to both systems:

**Direct Allocations Inquiry by Promotion:** This function gives you the flexibility to select Direct Accounts based upon the following selection criteria: Account Number, Geographic Division, Account Name, Chain ID, Paying Account Number, Parent Account Number, Segment or Domestic/Military Accounts. This selection criterion is similar to the selection criteria that is contained throughout Business Information. Case totals are available by pressing PF3. Warehouse totals are available by pressing PF4. Press PF10 to view additional brand styles for each account.

**Direct Account Allocations (Printed Report):** This report will print all brand styles for accounts on a single page rather than multiple pages for each brand style.

**Allocation vs. Orders Report:** This report is no longer an overnight request. When you submit your report, it will be processed as soon as possible and routed to the printer specified.

### TO ACCESS WINSTON PROMOTION ALLOCATIONS:

1. Select **BUSINESS INFORMATION** from the **SIS MAIN MENU**.
2. Select **PROMOTIONAL PRODUCT ALLOCATION** from the **BUSINESS INFORMATION MENU**.
3. Select **NEW BRAND ALLOCATION**.
4. The function menu will appear for you to make your selection.

Contact Susan Boyd at extension 7023 if you have problems accessing your allocations.

## WINSTON Summer Promotion

### Direct Account Product Allocations

Complete for Account which refuses all or part of the WINSTON Summer Promotion Allocation.

Account No: \_\_\_\_\_  
Account Name: \_\_\_\_\_  
Ship to Location: \_\_\_\_\_

#### Check One

\_\_\_ Eliminate This Accounts Entire Allocation

\_\_\_ Reduce This Accounts WINSTON Summer Promotion Allocation by the Following Case Quantities.

WINSTON 85 SP	_____
WINSTON 100	_____
WINSTON 83 Box	_____
WINSTON Lt 85 SP	_____
WINSTON Lt 100 SP	_____
WINSTON Lt 83 Box	_____
WINSTON Lt 98 Box	_____
WINSTON ULT 85 SP	_____
WINSTON ULT 100 SP	_____
WINSTON ULT 83 Box	_____
WINSTON Ult 98 Box	_____
WINSTON Select 85 SP	_____
WINSTON Select 83 Box	_____

Notes: Fax this form to your Sales Area Office. They will communicate your changes to Winston-Salem DAILY.

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## WINSTON Summer Promotion

### Direct Account Allocation Procedures

- Timing

First shipment date 5/17.

Last order day 6/10, by no later than 11:00 a.m. account time.

Place orders on continuous basis as soon as possible

### Exceptions

- Beginning 4/19 through 4/26 area sales offices will fax exceptions on direct account allocations to:  
919-531-5334 (Connie Owens)
- Target completion for all exceptions 4/26. Production quantities will be reduced to reflect exceptions.
- Direct accounts with Chains who have refused should be calculated against the direct accounts total volume and appropriate percentage reduction communicated via above fax number. In the event that assistance is needed in calculating reduction amounts contact:

Tim Fields: Phone Number 919-741-7307

### Allocation Adjustments

Beginning 5/3 exceptions can be adjusted by field sales personnel by contacting Customer Services and requesting allocation adjustments for Promotion #234. Allocations refused by accounts can be added to accounts served by the same public warehouse.

### Ordering Procedures

Identify order with RJR Customer Service as Promotion #234. Effective 5/17/93 - 6/10/94, 11:00 a.m. account time. Quantities exceeding allocations will not be shipped.

Failure to utilize this promotional number will result in non-promotional product being shipped.

All product will be shipped in white cases to enable you to distinguish between WINSTON Summer Promotion product and non-promotional WINSTON product.

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## WINSTON Summer Promotion

### Selling Direct Chains

- Tactical Program Implementation

Specially manufactured promotional product

RJR Prebooking and Wholesaler form letter for mail to Retailers

Program display and P.O.S. materials available to all retail customers

- Special Promotional Incentives

WINSTON Special \$4.00 product will be priced to the Distributor at a net price which reflects a \$4.00 per carton differential on all WINSTON styles. This will enable a true \$4.00 reduction to Retailers and Consumers.

Additionally, \$6.00 per 12M case/\$3.00 per 6M case on all promotional product shipped will be paid via credit memo.

A one-time warehouse disruption payment will be available as needed to get product accepted into inventory.

Extended terms on non-promotional product purchased during the weeks of May 3rd and May 10th

- additional 14 days terms provided to handle delaying shipments of non-promotional inventory on hand

- Retail Display Incentives

Paid floor/counter displays featuring promotional cartons and packs at reduced price

Specially designed promotional display and P.O.S. materials

RJR sales force support and implementation

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## WINSTON Summer Promotion

### Selling Grocery Wholesalers

- Tactical Program Implementation

Specially manufactured promotional product

RJR Prebooking and Wholesaler distribution of promotional flyers

Program display and P.O.S. materials available to all retail customers

- Special Promotional Incentives

WINSTON Special \$4.00 product will be priced to the Distributor at a net price which reflects a \$4.00 per carton differential on all WINSTON styles. This will enable a true \$4.00 reduction to Retailers and Consumers.

Additionally, \$6.00 per 12M case/\$3.00 per 6M case on all promotional product shipped will be paid via credit memo.

A one-time warehouse disruption payment will be available as needed to get product accepted into inventory.

Extended terms on non-promotional product purchased during the weeks of May 3rd and May 10th

- additional 14 days terms provided to handle delaying shipments of non-promoted inventory on hand

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## Retail Programs/Distributor Assist

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## WINSTON Summer Promotion

### Point of Sale/Displays/Selling Aids

<u>ITEM</u>	<u>Commodity #</u>	<u>Quantity per Sales Rep.</u>	<u>Quantity per SKU</u>
DBRC - 2 Sided Piece: 40c/\$4.00 (For use also with Generic 90 Carton Floor Base)	409400	200	25
DBRC with Open Pricing Area (Where buydowns are implemented and value is higher than 40c/\$4)	409477	200	25
24" PMC - 2 Sided Piece: 40c/Open Pricing Area	409466	150	25
Standard Large Paster	409411	200	50
Enlarged Vertical Paster	409422	100	50
7-Eleven Display Strip	409444	100	50
6' x 3' Banner	409510	30	25
Easel Standee (For use in non self-service carton outlets)	409488	15	5
Security Glass Static Cling (16" Merch. Card size)	409433	25	25
Wobblers (40c/\$4.00 Off - 10/50 Split)	409455	200	100

#### Important Note:

If you have ordered WINSTON Weekends change mats, the 24" package merchandiser cards for this promotion can be placed in the promotion card area of the change mat.

All POS/displays that are not placed at retail *should be held* for future use in the event we need to run this program in the future. Any materials that can be retrieved from retail should also be stored.

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## WINSTON Summer Promotion

### Point of Sale/Displays/Selling Aids

#### Displays

<u>ITEM</u>	<u>Commodity #</u>	<u>Quantity per Sales Rep.</u>	<u>Quantity per SKU</u>
*40 Pack Counter Display/ Shipper with Riser Card and Paster	409499	30	10
Large Floor Dump Bin Display	171239	40	5
Small Floor Dump Bin Display	158149	40	10
Generic 90 CTN Floorbase Display	373142	25	5

#### Selling Aids

Prebooking Form	N/A	200	25
UPC Bar Code Pages	N/A	100 - Div. 25 - CAM	

#### Availability

<u>Item</u>	<u>Method of Delivery</u>
• All Point-of-Sale & Displays (Except Distributor Assist Needs)	Drop shipped to Division Offices by 5/10/93.
• Selling Aids - Prebooking forms (50 extra to CAM's) - Actual UPC bar code pages	Drop shipped to Division Offices by 4/21/93. 100 extra will be shipped to DM's. 50 extra will be shipped to CAM's.

#### Important Note

If you have previously ordered the WINSTON Weekends floorbase displays out of the "Weekends" menu book, we recommend using it for buydown product in C-stores where applicable.

\*These displays will be shipped to Divisions for Sales Rep use (50 per Rep) as well as a Quantity that will be available in Lentz to have sent directly to Direct Accounts for distributor assist. (See the Distributor Assist Program Page that follows.)

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## WINSTON Summer Promotion

### Display Programs

#### 40 Pack Counter Displays

Fifty Counter Display/shippers per sales representative are being drop shipped to Division Offices to arrive by 5/10/93 for use in package outlets. Shipper displays are packed with 1 paster per box.

#### Large Floor Dump Displays

Forty large dump bins per sales representative will be drop shipped to Division offices by 5/10/93. It is recommended the dump bin displays be used in both carton and pack outlets where appropriate.

#### Payment Rates

Temporary pack display/disruption allowance of \$5 per counter display or Dump Bin Display with up to four (4) renewals is authorized to facilitate placement. It is recommended that this allowance not be utilized unless necessary for placement. Obviously existing platforms may also be used.

#### SIS Reporting

- Display: WIN SP 40Pk/DB
- Payment: \$5 plus four (4) renewals
- Hand Held dates 5/17/93 thru 6/30/93
- PC dates 5/17/93 thru 7/30/93

#### Floor Displays for Carton Product

Twenty five floor bases per rep will be drop shipped to arrive by 5/10/93. The placement of these displays will be critical to the success of this program. Every attempt should be made to not utilize existing carton merchandisers for this promotion. We anticipate PM will place supplemental floor bases.

#### Payment Rates

A one-time display/disruption allowance of \$50 per display is authorized to facilitate placement. It is recommended that this allowance not be utilized unless necessary for placement.

#### SIS Reporting

- Display: WIN SP FB
- Payment: \$50.00
- Hand held dates 5/17/93 thru 6/30/93
- PC dates 5/17/93 thru 7/30/93

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## WINSTON Summer Promotion

### Distributor Assist Program

A 40 pack counter display/shipper has been produced for the Distributor Assist Program. One paster comes packed with each display. Ten displays/shippers are packed per SKU. This will be the same display produced for Sales Rep use.  
Item #409499.

### Payment Rates

Payments should follow standard Distributor Assist policy and procedures.

### Ordering Procedures

Orders should be forwarded via phone or fax to the following contacts:

Geraldine Nicks: ext. 3328  
Wanda Snow: ext. 3325  
Fax #: 919-741-7609

Orders should provide detailed information to include:

- Mgr/Sales Rep name
- Div. #
- SIS #
- Qty of shippers needed
- Commodity code #
- Ship to location of Direct Account
- Delivery date requested

Orders will be drop shipped from Lentz.

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## WINSTON Summer Promotion

### Selling Indirect Chains & Independent Retailers

- Program support

RJR sales personnel will support with promotional prebooking and display placement at retail

Wholesaler incentives also provided in order to facilitate smooth program implementation.

- Retail Display Incentives

Paid floor/counter displays featuring promotional cartons and packs

Specially designed promotional display and P.O.S. materials

RJR sales force support and implementation

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MILITARY

## WINSTON Summer Promotion

### Military Accounts

Military volume will be covered via \$4.00 on carton coupons. Special WINSTON Summer Promotional product should not be sold to Military Accounts.

Coupon allocations will be communicated to divisions with military accounts week of 4/12.

Coupons will be allocated based on Military account volume contribution to WINSTON.

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## MISCELLANEOUS/SUMMARY

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Example of prebooking form. Actual prebooking forms with peel off UPC stickers drop ship to division offices 5/10/93.

<b>WINSTON SUMMER PROMOTION</b> <b>Retail Order Form</b>			
Date _____ Account Name _____ Street _____ City _____ State _____ Zip _____ Delivery Date _____		Jobber _____ Branch Location _____ Account ID # _____	
Please ensure delivery of the following quantity of Winston 40¢ off/\$4.00 off cigarettes to my store.			
# of Cartons	Brand Name WINSTON	Promotional Carton UPC	Warehouse Item #
_____	WINSTON King	12300 11036	_____
_____	WINSTON 100	12300 11436	_____
_____	WINSTON Box	12300 11236	_____
_____	WINSTON Light	12300 11136	_____
_____	WINSTON Light 100	12300 11336	_____
_____	WINSTON Light Box	12300 11936	_____
_____	WINSTON Light 100 Box	12300 15936	_____
_____	WINSTON Ultra Light	12300 11736	_____
_____	WINSTON Ultra Light 100	12300 11836	_____
_____	WINSTON Ultra Light Box	12300 70336	_____
_____	WINSTON Ultra Light 100 Box	12300 70436	_____
_____	WINSTON Select	12300 70936	_____
_____	WINSTON Select Box	12300 71036	_____
<b>Special Instructions:</b> _____ _____ _____ _____			
Purchaser _____		Date _____ RJR Rep _____	
<b>WINSTON SUMMER PROMOTION</b>			

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**WINSTON Summer Promotion**  
**Summary**  
**(\$4.00 Carton/40¢ Pack)**

- **Promotion Timing:**
  - 5/17/93 through 7/2/93 promotion window.
  - Should be worked over 4 weeks within this window directly linked to PM's timing.
- **Promotional Product:**
  - All packs and cartons are flagged \$4.00/40¢.
  - Will be shipped in white cases to Directs.
  - All cartons and packs carry a special promotional UPC code.
- **Direct Accounts:**
  - Directs participating in promotion will receive 14 additional days on standard WINSTON orders for weeks of 5/3/93 and 5/10/93.
  - Billing (list price) will reflect a net reduction of \$4.00 per carton.
  - \$6.00 per 12M and \$3.00 per 6M will be paid on promotional product in credit memo after promotion.
  - Account refusals/adjustments should be sent daily to your sales area.
  - Orders must be called in under Promotion #234.
  - Military and Direct Vendors are not a part of this program.
  - Distributor Assist Display with paster is available for shipment to Directs by contacting Gerald Nicks.
  - First available delivery date is 5/17/93.
  - Last order date is 6/10/93 by 11:00 a.m. Direct Accounts time with last delivery date of 6/11/93.

51854 1869

**WINSTON Summer Promotion**  
**Summary**  
**(\$4.00 Carton/40¢ Pack)**

- **Retail Programs:**

- Counter Display/Dump Bin Display/Disruption Allowance at \$5.00 with four (4) renewals.
- Extensive POS support dropped to divisions.
- Floor Display/Disruption Allowance of \$50.00 available as a one-time payment.
- In scanning stores, you must ensure loading of promotional UPC codes.
- Ability to buydown/coupon on top of 40¢/\$4.00 if PM achieves higher value through retail co-op.
- On-hand inventory at retail should be couponed with 40¢/\$4.00 coupons but not to the degree that all packs and cartons are couponed.
- Supplemental Displays/POS communication will determine success or failure of this program.
- "WINSTON Weekends" catalog floor bases and change mats can also be leveraged with this program.

- Price Communication

51854 1870

**CAMEL**

**Summer Promotion**

**Overview**

51854 1871



## CAMEL Summer Promotion

### Key Objectives:

- Effectively blunt planned Marlboro June promotion activity.
- Defend CAMEL base family volume.
- Provide offensive support for CAMEL Special Lights to ensure an effective introduction.
- Complement, not duplicate, WINSTON's summer promotion.

51854 1872

## CAMEL Summer Promotion

### Program Strategies:

- Promote CAMEL base family (excluding CAMEL Regular) at the 70% level during June.
- Promote CAMEL Special Lights at the 80% level during June.
- Promotions should skew 65% package/35% carton to effectively promote CAMEL volume mix.

51854 1873

## CAMEL Summer Promotion

### Program - Buy-One-Get-One-Free

To defend CAMEL package volume and ensure a continued focus on Special Lights Introduction, implement a major B1G1F promotion.

### Program Details

Promotion Dates: May 24 - July 2, 1993

<u>Brand Styles:</u>	<u>UPC Case Codes</u>
CAMEL Filter	12300-10240
CAMEL Filter Box	12300-10340
CAMEL Light	12300-10490
CAMEL Light Box	12300-10740
<del>CAMEL Special Lights</del>	12300-66640
CAMEL Special Lights Box	12300-66740
CAMEL Special Lights 100 Box	12300-66540

- Product style allocations will be based upon your area's % of CAMEL's total business for each of these styles.
- All styles will be shipped in 12M cases.

Promotion Number: 302736

This product will only be available in banded form.

Viewing Date of Production Allocations: April 15, 1993

First Product Delivery Date: May 17, 1993

Last Product Delivery Date: June 18, 1993

NOTE: Remember that you must order your product at least three weeks in advance of your desired delivery date. For example, if you would like any or all of your allocation delivered on 5/17/93, you would have to place your order by 11:00 a.m., 4/26/93.

### SIS Reporting:

- Display: CAM Pack Display
- Premiums: CAM BXGXF Pack
- Payment Rate: \$1.50 (not paid in Preferred Presence, Special Markets Display, or Winners Accounts).

51854 1874

Program - Buy-One-Get-One-Free (continued)

Point-of-Sale/Promotional Materials

All POS materials will be drop shipped to division offices the week of 5/10/93, as detailed below:

<u>Item Description</u>	<u>Commodity #</u>	<u>Packing</u>	<u># SKUs/Rep</u>
Premium Display R/C	409334	25/SKU	6
Dump Bin R/C	409345	25/SKU	6
24" PMC	409356	25/SKU	8
Large Paster	409378	25/SKU	8
3' x 6' Banner	391030	25/SKU	2

- A small amount of surplus POS will be placed at national, available for open order by commodity #.

NOTES:

- ① No special display will be produced for this product; therefore, please ensure that you order sufficient quantities of temporary counter, floor base, or dump bin displays.
- ② Due to manufacturing time constraints:
  - Some of this product will come in white cartons and some in regular cartons with the message "Promotional Product for Pack Sales Only" printed on white tape on both carton end flaps.
  - Box style packs will come with a blue tear tape that reads "Buy 1 Pack Get This 1 Free." (This should help to minimize problems associated with the C-note covering up the complimentary statement on the back of the box styles.)
- ③ The 3' x 6' banner is the same as the one that you had the opportunity to order when you completed your 1993 PDI budget, except that this banner also comes with a B1G1F message insert.

51854 1875

## North Atlantic Sales Area (1000) - E. M. McAtee

# CASES BY STYLE

FIL FIL LT LT RU RU RU TOTAL  
BOX BOX BOX BOX BOX BOX

DIVISION	NUMBER	# REPS								
<b>BOSTON REGION</b>	1100	-								
Portland, ME	1122	12	49	43	68	53	0	31	24	268
Nashua, NH	1124	13	52	47	73	57	0	35	26	290
North Boston	1126	13	52	47	73	57	0	35	26	290
South Boston	1128	13	52	47	73	57	0	35	26	290
New Bedford, MA	1130	10	41	36	57	44	0	26	20	224
Worcester	1134	6	28	24	38	30	0	18	14	152
Boston Chain	1140	-								
Boston Military	1150	-	18	16	25	20	0	12	9	100
<b>NEW JERSEY REGION</b>	1200	-								
Yonkers	1222	12	22	19	30	24	0	14	11	120
North Jersey	1226	12	54	48	76	59	0	36	27	300
Central Jersey	1228	10	47	42	66	51	0	31	23	260
Newark	1230	12	36	32	50	40	0	24	18	200
South Central Jersey	1232	10	47	42	66	51	0	31	23	260
New Jersey Chain	1240	-								
North Jersey Chain	1242	-								
<b>PHILADELPHIA REGION</b>	1300	-								
Reading	1324	12	49	43	68	53	0	31	24	268
Philadelphia	1326	6	28	24	38	30	0	18	14	152
Dover District	1327	5	25	23	35	27	0	17	13	140
West Philadelphia District	1328	5	25	23	35	27	0	17	13	140
South Philadelphia District	1329	6	28	24	38	30	0	18	14	152
North Philadelphia	1332	11	45	40	62	48	0	30	21	246
South Jersey	1334	12	49	43	68	53	0	31	24	268
Philadelphia Chain	1340	-								
Philadelphia Military	1350	-	18	16	25	20	0	12	9	100
Philadelphia MIP	1375	-								
<b>NEW YORK REGION</b>	1400	-								
Suffolk	1422	13	47	42	66	51	0	31	23	260
Manhattan	1424	14	51	45	71	55	0	33	25	280
Brooklyn	1426	13	47	42	66	51	0	31	23	260
Bronx	1430	13	47	42	66	51	0	31	23	260
Queens	1432	13	47	42	66	51	0	31	23	260
Nassau	1434	13	47	42	66	51	0	31	23	260
New York Chain	1440	-								
<b>HARTFORD REGION</b>	1500	-								
Providence	1524	11	47	42	66	51	0	31	23	260
Springfield	1526	13	52	47	73	57	0	35	26	290
Hartford	1528	12	49	43	68	54	0	32	24	270
New Haven	1530	12	49	43	68	54	0	32	24	270
Albany	1534	12	49	43	68	54	0	32	24	270
Hartford Chain	1540	-								
Albany Chain	1542	-								
<b>BUFFALO REGION</b>	1600	-								
Syracuse	1622	12	49	42	70	54	33	31	21	300
Rochester	1624	12	49	42	70	54	33	31	21	300
Buffalo	1626	12	49	42	70	54	33	31	21	300
West Cleveland	1632	9	39	32	54	43	28	23	21	240
East Cleveland	1634	12	49	42	70	54	33	31	21	300
Buffalo Chain	1640	-								
Syracuse Chain	1642	-								
Cleveland Chain	1644	-								
Buffalo MIP	1675	-								

51854 1876

## South Atlantic Sales Area (2000) - J. W. Best

# CASES BY STYLE  
FIL FIL LT LT RU RU RU  
Box Box Box Box Box Box

DIVISION	NUMBER	# REPS								
<b>WINSTON-SALEM REGION</b>	2100	-								
Raleigh	2124	11	47	24	73	47	20	25	21	257
Winston-Salem	2126	15	65	33	99	65	27	34	28	351
Charlotte	2128	15	65	33	99	65	27	34	28	351
Fayetteville	2134	12	52	27	79	52	21	27	22	280
Greenville, SC	2135	15	65	33	99	65	27	34	28	351
Winston-Salem Chain	2142	-								
Charlotte Chain	2144	-								
Raleigh Chain	2146	-								
Fayetteville Military	2150		30	16	46	30	12	16	14	164
National Vend	2180									
Premium Product	2190									
<b>ATLANTA REGION</b>	2200	-								
North Atlanta	2226	12	52	27	79	52	21	27	22	280
South Atlanta	2228	12	52	27	79	52	21	27	22	280
Charleston, SC	2234	12	52	27	79	52	21	27	22	280
Columbia	2236	13	56	29	86	56	23	29	25	304
East Atlanta	2238	11	47	24	73	47	20	25	21	257
Atlanta Chain	2240	-								
Atlanta Metro Chain	2242	-								
Atlanta MIP	2275	-								
<b>SOUTH FLORIDA REGION</b>	2300	-								
Tampa	2326	8	34	18	53	34	14	18	16	187
West Palm Beach	2328	10	43	22	66	43	18	22	20	234
Miami	2330	14	60	31	92	61	25	31	27	327
Sarasota	2332	10	43	22	66	43	18	22	20	234
Ft. Lauderdale	2334	11	47	24	73	47	20	25	21	257
Clearwater	2336	8	34	18	53	34	14	18	16	187
Miami Chain	2342	-								
Tampa Chain	2344	-								
South Florida RIP	2370	-								
<b>BIRMINGHAM REGION</b>	2400	-								
Birmingham	2424	11	47	24	73	47	20	25	21	257
Huntsville	2426	9	39	20	59	39	16	20	17	210
Montgomery	2428	10	43	22	66	43	18	22	20	234
Knoxville	2436	10	43	22	66	43	18	22	20	234
Chattanooga	2438	10	43	22	66	43	18	22	20	234
Chattanooga Chain	2440	-								
Birmingham Chain	2442	-								
<b>NORTH FLORIDA REGION</b>	2700	-								
North Orlando District	2722	8	34	18	53	34	14	18	16	187
South Orlando District	2723	7	30	16	46	30	12	16	14	164
Jacksonville	2724	13	56	29	86	56	23	29	25	304
Panama City	2730	9	39	20	59	39	16	20	17	210
Daytona Beach	2732	9	39	20	59	39	16	20	17	210
Macon, GA	2734	12	52	27	79	52	21	27	22	280
Jacksonville Chain	2742	-								
Orlando Chain	2744	-								
<b>RICHMOND REGION</b>	2800	-								
Norfolk	2822	14	60	31	92	61	25	31	27	327
Richmond -	2824	13	56	29	86	56	23	29	25	304
Roanoke	2826	10	43	22	66	43	18	22	20	234
Bristol	2828	12	52	27	79	52	21	27	22	280
Eastern, NC	2830	10	43	22	66	43	18	22	20	234
Richmond Chain	2840	-								
Norfolk Chain	2844	-								
Norfolk Military	2850		30	16	46	30	12	16	14	164

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## South Atlantic Sales Area (2000) - J. W. Best

# Cases By style

DIVISION	NUMBER	# REPS	Fl	Fl Box	Lt	Lt Box	RU	RU Box	RU 100 Box	Total
WASHINGTON DC REGION	2900	-								
Baltimore	2922	13	56	29	86	56	23	29	25	304
Washington, DC	2924	12	52	27	79	52	21	27	22	280
Alexandria	2926	12	52	27	79	52	21	27	22	280
Annapolis	2928	12	52	27	79	52	21	27	22	280
West Harrisburg District	2930	5	22	11	33	22	9	11	9	117
East Harrisburg District	2931	5	22	11	33	22	9	11	9	117
Washington Chain	2940	-								
Harrisburg Chain	2942	-								
Washington Military	2950		30	16	46	30	12	16	14	164

51854 1878

Mid-Continent Sales Area (4000) - L. Birlin  
# Cases By Style

			Fl	F1 Box	Lt	Lt Box	RU	RU Box	RU Box	Total
DIVISION	NUMBER	# REPS								
<b>OKLAHOMA CITY REGION</b>	4200	-								
Amarillo District	4226	6	29	11	32	27	11	13	12	135
North Oklahoma City District	4228	6	29	11	32	27	11	13	12	135
South Oklahoma City District	4229	7	34	12	37	32	13	15	14	157
East Oklahoma City District	4230	7	34	12	37	32	13	15	14	157
Tulsa	4232	12	58	21	64	54	22	26	24	269
Wichita	4236	9	43	16	48	41	17	19	18	202
Oklahoma City Chain	4240	-								
Wichita Chain	4246	-								
<b>MEMPHIS REGION</b>	4300	-								
Little Rock	4324	12	58	21	64	54	22	26	24	269
Memphis	4326	13	63	23	69	59	24	28	26	292
Tupelo	4328	7	34	12	37	32	13	15	14	157
Paducah	4336	10	48	18	53	45	19	21	20	224
Ft. Smith	4338	10	48	18	53	45	19	21	20	224
Nashville	4339	12	58	21	64	54	22	26	24	269
Memphis Chain	4340	-								
Nashville Chain	4342	-								
Ft. Smith Chain	4344	-								
Memphis MIP	4375	-								
<b>DALLAS REGION</b>	4400	-								
North Dallas District	4425	6	29	11	32	27	11	13	12	135
South Dallas District	4426	5	24	9	27	23	8	11	10	112
North Dallas M/C District	4427	6	29	11	32	27	11	13	12	135
North Ft. Worth District	4428	6	29	11	32	27	11	13	12	135
South Ft. Worth District	4429	6	29	11	32	27	11	13	12	135
S. Dallas M/C District	4430	6	29	11	32	27	11	13	12	135
Tyler, TX	4434	10	48	18	53	45	19	21	20	224
Shreveport	4436	11	53	20	59	50	20	23	22	247
Dallas Chain	4440	-								
Mid-Cities Chain	4442	-								
Dallas Military	4450	-	24	9	27	23	8	11	10	112
<b>HOUSTON REGION</b>	4500	-								
West Houston	4526	11	53	20	59	50	20	23	22	247
East Houston	4528	12	58	21	64	54	22	26	24	269
North Houston	4529	10	48	18	53	45	19	21	20	224
Beaumont	4530	9	43	16	48	41	17	19	18	202
Houston Chain	4540	-								
East Houston Chain	4560	-								
Houston R/P	4570	-								
<b>NEW ORLEANS REGION</b>	4600	-								
Jackson	4622	11	53	20	59	50	20	23	22	247
Lafayette District	4626	7	34	12	37	32	13	15	14	157
New Orleans	4628	14	68	25	74	63	26	30	28	314
Hattiesburg	4630	10	48	18	53	45	19	21	20	224
Mobile	4632	10	48	18	53	45	19	21	20	224
Baton Rouge	4634	6	29	11	32	27	11	13	12	135
New Orleans Chain	4640	-								
Jackson Chain	4642	-								
Mobile Chain	4644	-								
Mobile Military	4650	-	24	9	27	23	8	11	10	112



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## Mid-Continent Sales Area (4000) - L. Birlin

# Cases by style

DIVISION	NUMBER	# REPS	Fl	Fl Box	Lt	Lt Box	Ro	Ro Box	Ro 100 Box	Total
<b>SAN ANTONIO REGION</b>	4700	-								
Austin	4722	13	63	23	69	59	24	28	26	292
Abilene District	4724	7	34	12	37	32	13	15	14	157
San Antonio	4726	13	63	23	69	59	24	28	26	292
Corpus Christi	4728	13	63	23	69	59	24	28	26	292
Albuquerque	4730	9	43	16	48	41	17	19	18	202
El Paso	4732	6	29	11	32	27	11	13	12	135
Lubbock District	4734	6	29	11	32	27	11	13	12	135
San Antonio Chain	4740	-								
Lubbock Chain	4744	-								
San Antonio Military	4750		24	9	27	23	8	11	10	112
San Antonio RIP	4770									
<b>ST. LOUIS REGION</b>	4800	-								
Central St. Louis	4822	8	39	14	43	36	15	17	16	180
St. Louis	4824	11	53	20	59	50	20	23	22	247
East St. Louis	4826	12	58	21	64	54	22	26	24	269
Springfield, MO	4836	7	34	12	37	32	13	15	14	157
Des Moines	4838	9	43	16	48	41	17	19	18	202
St. Louis Chain	4840	-								
Des Moines Chain	4844	-								
St. Louis Military	4850		24	9	27	23	8	11	10	112

51854 1880

4/8/93

## Pacific Mountain Sales Area (5000) - S. G. Hanes

# cases by style

DIVISION	NUMBER	# REPS	FI	FI Box	LT	LT Box	RU	RU Box	RU Box	Total
<b>SAN FRANCISCO REGION</b>	5100	-								
Sacramento	5122	15	125	147	137	125	20	42	36	632
San Francisco	5124	15	125	147	137	125	20	42	36	632
Oakland	5126	16	133	156	146	133	23	45	38	674
San Jose	5128	15	125	147	137	125	20	42	36	632
San Francisco Chain	5140	-								
Sacramento Chain	5142	-								
North San Francisco Chain	5144	-								
San Francisco Military	5150		50	58	55	50	8	17	14	252
San Francisco RIP	5170									
<b>LOS ANGELES REGION</b>	5200	-								
Orange County	5222	11	91	107	100	92	16	31	26	463
San Gabriel	5224	10	83	98	91	83	14	28	24	421
North Los Angeles	5226	12	99	117	110	99	17	33	30	505
South Los Angeles	5228	8	75	87	82	75	13	25	22	379
West Los Angeles	5230	10	83	98	91	83	14	28	24	421
North Los Angeles Chain	5240	-								
South Los Angeles Chain	5242	-								
Central Los Angeles Chain	5244	-								
Los Angeles RIP	5270									
<b>DENVER REGION</b>	5300	-								
South Denver	5320	7	58	68	64	58	10	20	17	295
Central Denver	5322	6	50	58	55	50	8	17	14	252
North Phoenix	5328	11	91	107	100	92	16	31	26	463
Salt Lake City	5330	13	108	127	119	108	18	36	31	547
North Denver	5332	7	58	68	64	58	10	20	17	295
South Phoenix	5334	12	99	117	110	99	17	33	30	505
Salt Lake City Chain	5340	-								
North Phoenix Chain	5342	-								
Denver Chain	5344	-								
South Phoenix Chain	5346	-								
<b>RIVERSIDE REGION</b>	5400	-								
Fresno	5422	10	83	98	91	83	14	28	24	421
San Fernando Valley	5426	13	108	127	119	108	18	36	31	547
Riverside	5428	13	108	127	119	108	18	36	31	547
San Diego	5430	15	125	147	137	125	20	42	36	632
Las Vegas	5432	8	66	80	73	66	11	22	19	337
Hawaii	5434	7	58	68	64	58	10	20	17	295
Riverside Chain	5440	-								
San Diego Military	5450		50	58	55	50	8	17	14	252
Riverside Military	5451		50	58	55	50	8	17	14	252
Hawaii Military	5452		50	58	55	50	8	17	14	252
<b>KANSAS CITY REGION</b>	5500	-								
Sious Falls	5524	11	91	107	100	92	16	31	26	463
Omaha	5530	12	99	117	110	99	17	33	30	505
Kansas City, KS	5534	10	83	98	91	83	14	28	24	421
Fargo	5538	9	75	87	82	75	13	25	22	379
Kansas City, MO	5539	10	83	98	91	83	14	28	24	421
Kansas City Chain	5540									
Omaha Chain	5542									

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4/8/93

## Pacific Mountain Sales Area (5000) - S. G. Hanes

# CARS BY STYLE

DIVISION	NUMBER	# REPS	Fil	Fil Box	Lt	Lt Box	RU	RU Box	RU 100 Box	Total
SEATTLE REGION	5600	-								
North Seattle	5624	9	75	87	82	75	13	25	22	379
South Seattle	5626	12	99	117	110	99	17	33	30	505
Portland, OR	5628	13	108	127	119	108	18	36	31	547
Spokane	5630	10	83	98	97	88	14	28	24	421
Alaska	5632	1	8	10	9	8	2	3	2	42
Eugene	5636	10	83	98	91	83	14	28	24	421
Billings	5638	8	106	80	73	66	11	22	19	337
Seattle Chain	5640	-								
Portland Chain	5642	-								
Seattle Military	5650	-	50	58	55	50	8	17	14	252

51854 1882

## Mid-Western Sales Area (6000) - P. J. Cundari

# CASES By style

DIVISION	NUMBER	# REPS	Fl	E/I Box	Lt	Lt Box	RU	RU Box	RU 100 Box	Total
<b>INDIANAPOLIS REGION</b>										
	6100	-								
Evansville	6122	11	95	40	138	96	20	25	22	436
Indianapolis	6124	13	113	47	164	113	24	29	26	516
Ft. Wayne	6126	10	87	36	126	87	18	23	20	397
Peoria	6128	8	69	29	100	70	15	18	16	317
Davenport District	6130	6	52	22	75	52	11	14	12	238
Indianapolis Chain	6140	-								
<b>CHICAGO REGION</b>										
	6200	-								
East Chicago	6224	11	95	40	138	96	20	25	22	436
South Chicago	6228	11	95	40	138	96	20	25	22	436
West Chicago	6230	10	87	36	126	87	18	23	20	397
Central Chicago	6234	11	95	40	138	96	20	25	22	436
North Chicago	6236	11	95	40	138	96	20	25	22	436
Chicago Chain	6240	-								
North Chicago Chain	6242	-								
Chicago MIP	6275	-								
<b>MINNEAPOLIS REGION</b>										
	6300	-								
Green Bay	6322	11	95	40	138	96	20	25	22	436
St. Paul	6324	13	113	47	164	113	24	29	26	516
Minneapolis	6326	10	87	36	126	87	18	23	20	397
Duluth District	6328	6	52	22	75	52	11	14	12	238
Madison District	6330	7	61	26	87	61	13	16	14	278
Milwaukee	6332	13	113	47	164	113	24	29	26	516
Minneapolis Chain	6340	-								
Milwaukee Chain	6342	-								
St. Paul Chain	6344	-								
<b>PITTSBURGH REGION</b>										
	6600	-								
Akron	6626	10	87	36	126	87	18	23	20	397
Youngstown	6628	11	95	40	138	96	20	25	22	436
North Pittsburgh	6630	11	95	40	138	96	20	25	22	436
South Pittsburgh	6632	11	95	40	138	96	20	25	22	436
Toledo	6634	11	95	40	138	96	20	25	22	436
Charleston, WV	6636	11	95	40	138	96	20	25	22	436
Pittsburgh Chain	6640	-								
<b>DETROIT REGION</b>										
	6700	-								
Grand Rapids	6722	12	104	44	151	104	22	27	24	476
Flint	6724	11	95	40	138	96	20	25	22	436
East Detroit	6726	13	113	47	164	113	24	29	26	516
Central Detroit	6728	9	79	33	113	78	16	20	18	357
West Detroit	6730	14	122	51	175	122	26	31	28	555
Lansing	6732	11	95	40	138	96	20	25	22	436
Detroit Chain	6740	-								
Lansing Chain	6742	-								
<b>CINCINNATI REGION</b>										
	6800	-								
Columbus	6824	10	87	36	126	87	18	23	20	397
Cincinnati	6828	13	113	47	164	113	24	29	26	516
Dayton	6830	11	95	40	138	96	20	25	22	436
Louisville	6832	12	104	44	151	104	22	27	24	476
Lexington	6834	11	95	40	138	96	20	25	22	436
Covington -	6836	8	79	33	113	78	16	20	18	357
Cincinnati Chain	6840	-								
Louisville Chain	6842	-								
Columbus Chain	6844	-								
Cincinnati RSO	6850	-								

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## CAMEL Summer Promotion

### Program - Carton Couponing/Discounting

To defend CAMEL carton volume, we are providing funding to implement a "guerrilla warfare" couponing/buydown strategy designed to defend CAMEL base family carton volume and offensively defend/grow CAMEL Special Lights carton volume.

### Program Details

Promotion Dates: May 24 - July 2, 1993

Brand Styles: All CAMEL Styles, except CAMEL Regular

Promotion Number: 302717

Display Size: 30 - 90 Cartons

#### SIS Reporting:

- Display: CAM Carton Display - June
- Disruption Payment Rate: \$25.00 per display for the month of June. (Consult your sales area office if you need a higher rate to ensure placement and maintenance of this display during the month of June.)

#### Point-of-Sale/Promotional Materials:

All POS materials will be drop shipped to division offices the week of 5/10/93, as detailed below:

<u>Item Description</u>	<u>Commodity #</u>	<u>Packing</u>	<u># SKUs/Rep</u>
Premium Display R/C	408696	25/SKU	4
Dump Bin R/C	408685	25/SKU	4
Folded Shelf Strip	408718	25/SKU	5
24" PMC	408707	25/SKU	5
Large Paster	409301	25/SKU	6
Static Cling	408729	25/SKU	2
One-Sheet (NASA Only)	409389	10/SKU	N/A
(a total of 500 one-sheets/division)			

- All POS materials will say "Here's The Deal" and come with a large blank space for you to write in the appropriate coupon/VPR value or buydown price.
- Additional quantities of all these items will be placed at national and be available for open ordering by commodity #.

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Program - Carton Couponing/Discounting (continued)

Budgets:

CAMEL carton volume protection program budgets will be allocated to sales area level as follows:

NASA	\$1,040,000
SASA	1,600,000
MCSA	1,160,000
PMSA	2,400,000
MWSA	1,800,000

NOTES:

- ① Each division will receive a budget for this promotion from their Regional Manager.
- ② It is critical that you protect your CAMEL carton volume with the appropriate coupons/VPRs or buydown values to match PM's efforts on Marlboro. However, you may use a portion of these funds against packs, if necessary. Major focus should be cartons.
- ③ Utilize your budget dollars to order \$3.00, \$4.00, or \$5.00 multi-brand coupons/VPRs from Winston-Salem for this promotion or to fund carton buydown programs.
- ④ It is extremely important that you make every effort to place this product on supplemental floor base displays vs. simply merchandising on carton fixtures. This will increase our visibility at retail during PM's Marlboro efforts.
- ⑤ No special displays will be produced for this promotion; therefore, please ensure that you order sufficient quantities of temporary floor base displays.
- ⑥ Each sales area will be provided with an allocation of 1993 CAMEL lifeguard chair displays. (A letter will be coming to sales area offices the week of 4/12/93 with additional information about these displays.) These displays can be utilized in summer resort areas, as well as, in conjunction with our June efforts.

## CAMEL Summer Promotion

### Program - Distributor Assist Display

In concert with WINSTON, provide a special designed 40-pack shipper display for distributors to work in C calls with the flexibility to utilize B1G1F product or to be utilized with pack coupons/VPRs.

### Program Details

Promotion Dates: May 24 - July 2, 1993

#### Brand Styles:

- If worked with B1G1F product, any June CAMEL B1G1F styles.
- If worked with discounted product, any styles except CAMEL regular.

Display Size: 40 Packs

Each display will be packed with a "Here's The Deal" premium display R/C and large poster.

Allocations of these displays will be placed at sales area level as follows:

	<u># SKUs</u>
NASA	1,000
SASA	1,000
MCSA	1,000
PMSA	1,000
MWSA	1,000

Commodity #: 409532

Packing: 10/SKU

#### Payment Rates:

Payments should follow standard Distributor Assist policy and procedures.

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### Key Points Recap

- ① Defend CAMEL volume (pack and carton).
- ② Keep emphasis on Special Lights Introduction.
- ③ B1G1F designed to defend package volume.
- ④ Retail discounting effort designed to defend carton volume.

NOTE: A portion of these funds can be utilized against packs; however, focus should be cartons.

- ⑤ Seven CAMEL styles included in B1G1F. 20% Special Lights and 80% (4) base styles.
- ⑥ During June, focus on B1G1F/couponing (discount) activity. Any Special Lights brass/chrome lighters not implemented during May can be held over to July or utilized as back-up after B1G1F activity is completed in June.
- ⑦ Major emphasis should be placed on POS in conjunction with the B1G1F and couponing/VPR/buydown. A guideline of 3-4 pieces per promotion will assist us in out-executing PM in June. A variety of materials has been produced to assist you with this objective.

NOTE: Major PDI emphasis (transparencies, etc.) should still be focused on Special Lights. We realize this will require a balance in most outlets.

- ⑧ Maximize temporary carton displays when placing on-carton coupons/VPRs/buydowns to heighten visibility. \$25 disruption payment for June with flexibility to offer \$50 based on sales area approval.
- ⑨ Based on your market, utilize Distributor Assist "C" call 40-pack display to penetrate account coverage.
- ⑩ Based on early feedback from the Field, it appears that many Marlboro smokers are already looking for 40¢ discounted product at retail in response to various articles written on PM's strategy. This may provide us with an excellent opportunity to capitalize on business potential early by utilizing remaining first half Wave I, II and III CAMEL buydown funds beginning now until our June efforts begin.

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**VANTAGE**

**Emphasis**

**Overview**

## VANTAGE Emphasis Overview

### Objectives:

- Achieve volume plan during second quarter 1993.
- Provide promotional support on VANTAGE to allow Field Sales the opportunity to defend against the June PM activity.

### Actions:

#### 1. VANTAGE Ultra Lights Convertible Box

##### Current Areas of Distribution

Beginning April 12, 1993 through October 1, 1993 the \$5.00 off carton/50¢ off pack offer has been expanded. This provides you with the opportunity to improve distribution and build volume utilizing minimal Field Sales' time.

##### Pacific Mountain Sales Area (ex. Kansas City Region)

As previously planned beginning May 3, 1993 through October 1, 1993, the \$5.00 off carton/50¢ off pack offer will be utilized as a replacement to current Ultra soft pack styles. This brand offers you the opportunity to build awareness and generate trial prior to PM's planned efforts.

#### 2. VANTAGE Emphasis Market - Support

Incremental Field Sales budgets will be allocated to provide you the opportunity to promote 70% of base VANTAGE style volume at retail during June utilizing coupon/pricing offers.

##### VANTAGE Emphasis Regions

<u>SASA</u>	<u>MCSA</u>	<u>PMSA</u>	<u>MWSA</u>
Winston-Salem	Memphis	Kansas City	Indianapolis
Atlanta	New Orleans		Cincinnati
Birmingham	Dallas		Minneapolis
N. Florida	St. Louis		
Richmond			

#### 3. Direct Marketing Support

A VANTAGE national mailing in July to 500,000 franchise smokers to deliver four \$4.00 carton offers good only on base styles.